

# DESIGN IS HUMAN

MA presents 2011 Design Is Human week, all about courage, new experiences, and Atlanta's bright future in contemporary design.

In five years of Design Is Human, we've been amazed by the changes we've seen. Recent data shows China's built-environment consumes more and more of the world's natural resources and has overtaken Japan as the world's number-two economy. If that's not change, consider that more people inhabit cities than ever before, and unprecedented advances in technology mean we are living longer in a world that gets smaller and more connected by the day.

Some consider this exciting news, while others may share a less optimistic view. With demands to house millions more, how will architecture and design influence the next two, five, and ten years? From zero emission initiatives to ever-more emboldened architecture, we've seen plenty of signs that design excellence will be best exemplified by sustainable lifestyles and strong aesthetics.

This year's Design Is Human week seeks out new patterns in urbanism that transform how we live, work, play, and find happiness. There is something to be said about feeling happy. On many occasions as we curated this year's event we felt happy and proud to be part of what thousands of visitors will witness in June. We were happy to tour for the first time Perkins + Will's amazing new office located directly across from the High Museum. It has undergone a massive renovation and now generates its own power, no longer on the city's electrical grid. We also found ourselves happy to gain an exclusive interview in Paris with Colette's Gillaume Salmon. In Atlanta, we learned that Lenox Cupcakes will be serving up tasty sweets at the Design Is Human launch party, part of Edible Design, which debuts this year. Edible Design is curated by Sonya Boissard and presents food in the context of design.

Here are some highlights from 2011's Design Is Human week. You can find the full lineup in the calendar of events on the following pages.

In its fifth installment, 2011's Modern Atlanta Home Tour is the most sought-after event of its kind, exemplifying the best in contemporary residential architecture and interiors in and around Atlanta. Now with the inclusion of commercial architecture, the already successful event is even more exciting.

At the Design Is Human kickoff party, first-time attendees will enjoy a stimulating exhibition of cutting-edge contemporary residential architecture from Atlanta's top architecture studios. Don't miss the student work from Georgia Tech's College of Architecture and Southern Polytechnic State University.

Our MA-ology series has become one of the most anticipated events in Atlanta. Best described as design meets fashion meets art meets social responsibility, MA-ology has packaged all these things into one cool underground fundraiser in support of the international relief agency CARE. For 2011 MA-ology, MA, in collaboration with Jeffrey New York/Atlanta, with support from Authentic Beauty, presents MA-ology Africa, a celebration inspired by the continent's emergence as a creative force and its newfound status in international design.

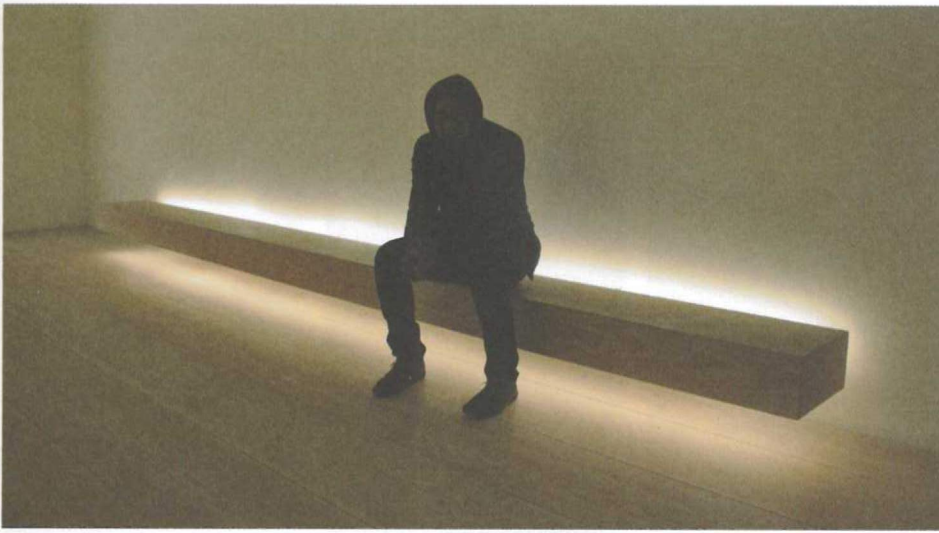
Each year Design Is Human week presents some of the most recognized names in architecture and design, and this year is no exception. For this year's MA Talks, our lecture series in partnership with Atlanta's High Museum, we are thrilled to welcome Minsuk Cho, the founding architect of Mass Studies, based in Seoul, Korea. Cho will give a powerful lecture of past and present projects.

We also introduce New York-based Manifesto Architecture's Korean Pavilion, showcasing Korean architecture and design. The pavilion will host an exhibition of winning entries, marking MA's first international design competition, the MA Prize. The theme for this year's prize is Architecture By/For/Of Korea.

MA will also host a lecture at the High Museum with award-winning designer Jacek Utko. His talk will explore whether or not newspapers can be saved, and what the web can learn from print.

Atlanta's top design showrooms open their doors to Design Is Human, inviting the public to experience the best contemporary furnishings offered in Atlanta. At Pedini Atlanta, meet one of the world's most prolific contemporary designers, Karim Rashid. Rashid will discuss how he cross-pollinates ideas, materials, behaviors, and aesthetics from one typology to the next. And for the first time Room&Board will showcase beautiful, timeless furnishings in a White Provision condo, while renowned Atlanta-based photo stylist Annette Joseph takes us on a behind-the-scenes journey into her work, providing insight on what it takes to get your home's interior photo-ready as well as making it a place you enjoy.

In collaboration with The High Museum, we are screening a series of short films about Bjarke Ingels Group. *Inside Piano*, about a little known project of acclaimed Italian architect Renzo Piano, is our headliner film.



Bernard McCoy at John Pawson's "Plain Space" exhibition, Design Museum, London

MA is also partnering with Objective Cinema to premiere the Atlanta screening of Danish filmmaker Kasper Astrup Schröder's new film, *My Playground*, about architecture, the sensational sport of parkour, and the impact of modern movement in urban space.

New to Design Is Human week is Design Is Material. Curated by MA Director of Architecture and Design, Matteo Caimi, Design Is Material is a micro-installation focused on the innovation of the materials industry, satisfying our curiosity and commitment to sustainable design.

The Atlanta-based Flux Project, whose mission is to bring art into unexpected places and encourage Atlanta's development as a creative city, makes its Design Is Human debut with *Sounding Up There*, a project by Brooklyn-based sound designer and musician Roberto Lange.

In an exclusive interview for Design Is Human, MA's Bernard McCoy sat down in a Castleberry Hill back lot with Grammy award-winner and Atlanta-based DJ Kemit to uncover what inspires him to create.

As you enjoy your week of design in and around modern Atlanta, we would like to remind you that 2011 Design Is Human speaks to a spirit of courage, outreach, and cooperation among individuals, communities, businesses, academia, and even nations. Together we can make positive impressions felt far beyond Atlanta while having fun. We hope you return home with much more than you came.

## Team MA

2011's Design Is Human and the Modern Atlanta Home Tour would not be possible without the dedication and unwavering support of some very special people. Thanks to everyone at the High Museum of Art for partnering with us and for the use of its wonderful facilities. Special thanks to the talented team at Armchair for showing patience and once again delivering an outstanding publication.

Bernard would also like to personally thank Antonella and Asa, Donna McCoy, Sonya Boissard, Matteo Caimi, my dear friend Stefan Kjartansson for such devotion to MF Doom (ya know), Kevin Byrd who has the golden touch, my main man Skylar Morgan, Mehmet Dogu and Bruce McEvoy (Perkins+Will) for making it happen, Yvonne Rakes (Elle Décor), Clint Smith (Atlanta Homes & Lifestyles magazine), my homie Moria Deshpande for being one hell of a writer, Don Purcell at Jeffrey Atlanta, Octane Café's Tony and Diane Riffel, my new friend Kai-Uwe Bergmann (Bjarke Ingels Group) for his continued support and connecting me with filmmaker Kaspar Astrup Schröder (*My Playground*), Ria Hawthorn (London's Design Museum), Jeeyong An and Sang Hwa Lee (Manifesto Architecture), DJ Kemit for a fun interview and keep on "spreading the love" man, and my dear buddy and partner in crime, MA Co-Founding Partner, Elayne DeLeo. And to everyone who has been involved with MA over the years, thanks for all the support!

Bernard McCoy  
Founder of MA

## Credits & Support

Bernard McCoy, MA Founding Partner & Editor in Chief, Design Is Human publication  
Elayne DeLeo, MA Co-Founding Partner & Event Director

Kevin Byrd, MA Creative Director & Photographer  
Stefan Kjartansson, Graphic Designer & MA Spiritual Advisor  
Matteo Caimi, MA Director of Architecture & Design; Curator of Design is Material  
Sonya Boissard, Curator of Edible Design

Creative Team:  
Stephanie Aron, Designer  
Caroline Bounds, Designer  
Aaron Byrd, Designer  
Mariel Childes, Designer  
Moria Deshpande, Writer  
Joe Dreher, Writer & Photographer  
John Ferguson, Designer & Photographer  
Acree Graham, Writer & Editor  
Farbod Kokabi, Designer  
Rebecca Page, Project Manager  
Daniel Plasa, Designer

Sales:  
Christy Nixon, MA Sales and Marketing

Coordinators & Technology:  
Marta Burleson, Information Architect  
Nate Steiner, Web Guru  
Antonella Mazzucco, Logistics Manager  
Skylar Morgan, Staging Production  
Stine Riis Svenningsen, Volunteer Coordination

PR:  
Nick Gold and Louise Plonowski, Gold Concepts Public Relations

Social Media:  
Mark Leibert, Kaikoo



## Modern By Design

OPENING DAY  
HIGH MUSEUM OF ART  
1280 PEACHTREE STREET, NE  
ATLANTA, GA 30309

Chronicling 20th-century modernism, Modern by Design will include furniture, glass, ceramic, lighting, product, and industrial design. The exhibit continues a multi-year collaboration between Atlanta's High Museum and New York's MoMA.

Check High.org for details and hours.

## Made

8:00 PM – 10:00 PM

OCTANE  
1009-B MARIETTA ST  
ATLANTA, GA 30318

Made is The Southern Design Concern's inaugural graphic design salon. A select group of designers will present work emphasizing handmade as a process and deemphasizing it as an aesthetic. Expect a cocktail collaboration with Top Flr mixologist Joshua Flail.

Made will remain on display at Octane the entire month of June.

## Launch Party

6:00 PM – 10:00 PM

TWO PEACHTREE POINTE  
1555 PEACHTREE STREET NE  
ATLANTA, GEORGIA 30309

The preview party is your three-in-one opportunity to take in a high level of design. It includes the premiere of Design Is Material, a micro-exhibition focusing on materials innovation.

\$10.00 at the door, or free attendance with Home Tour Ticket purchase (\$35.00 for 2 day pass). Tickets can be purchased online or at one of MA's Atlanta ticket outlets.

Visit [www.modern-atlanta.org](http://www.modern-atlanta.org) for ticket details.

## Architect Studio Crawl and Happy Hour

6:00 PM – 8:00 PM

MULTIPLE LOCATIONS

Thinking about building a contemporary home or remodeling an existing structure? Have questions about how to build modern in a historical district? Talk design with Atlanta's best modern architects right in their studios.

Participating Studios & Offices:  
Lightroom  
House Walker  
Southface  
TaC Studio  
Dencity  
Cablik Enterprises

Check MA website for addresses and details.

## Pedini Showroom Presents Karim Rashid

8:00 PM – 10:00 PM

800 PEACHTREE ST NE  
ATLANTA, GA 30308

Karim Rashid has been featured in *Time*, *Financial Times*, *The New York Times*, *Esquire*, and *GQ* for his award-winning designs. His work ranges from everyday products for Method and Dirt Devil to furniture for Artemide and Magis, to brand identities for Citibank and Hyundai, to high tech products for LaCie and Samsung and luxury goods for Veuve Clicquot and Swarovski.

Hear what inspires Rashid in his creative process and experience up-close his designs for Bonaldo, Tonelli and Cierre.

## MA TALKS: Jacek Utko

6:00 PM – 7:30 PM

HIGH MUSEUM OF ART  
HILL AUDITORIUM  
1280 PEACHTREE STREET, NE  
ATLANTA, GA 30309

"Designing World-Class Media: 15 Ideas For Surviving in a Digital World"

Jacek Utko will describe the relationship between newspaper and web design and define 15 essentials for creating world-class publications. A fresh approach to combining top design with business strategy and content can completely reshape the product, the process, and the future of the industry. Can newspapers be saved? What can the web learn from print?

Jacek Utko has collected more than 40 awards for his redesigns of newspapers, magazines and websites around the world. He was a speaker at the 2009 TED conference, where he delivered the talk, "Can Good Design Save Newspapers?"

[www.utko.com](http://www.utko.com)

## Room&Board Presents Annette Joseph

7:00 PM – 9:00 PM

WHITE PROVISION BUILDING  
1170 HOWELL MILL ROAD NW  
ATLANTA, GA 30318

SPACE AND SEATING ARE LIMITED. ATTENDANCE IS FREE.

Ever wonder how the images in your favorite home design magazines come together so beautifully? Join Room & Board for an inside look. Renowned Atlanta-based photo stylist Annette Joseph will take us on a behind-the-scenes journey into her work, providing insight on how to make your home's interior photo-ready and, ultimately, a place you enjoy.

Annette Joseph is a regular lifestyle contributor on The Today Show and Better Mornings.

RSVP at [www.roomandboard.com/MA2011](http://www.roomandboard.com/MA2011)

Admission is FREE to all events unless noted otherwise. Tickets for events can be purchased from the MA website or at one of MA's Atlanta ticket locations. Some events require an RSVP from the MA website.

Before attending any event, visit [www.modern-atlanta.org](http://www.modern-atlanta.org) for updated dates, times, locations, and details.



## Putting Moroso in (context)

5:00 PM – 8:00 PM

75 JOHN WESLEY DOBBS AVE  
ATLANTA, GA 30303

Featuring the latest designs from Patricia Urquiola, Nipa Doshi and Jonathan Levien.

Cocktails and valet parking provided.

## MA-ology Africa & CARE Fundraiser

8:00 PM – 11:00 PM

TWO PEACHTREE POINTE  
1555 PEACHTREE STREET NE  
ATLANTA, GEORGIA 30309

MA-ology Africa will celebrate the continent's emergence in international design. In collaboration with Jeffrey New York and Jeffrey Atlanta, it features furnishings from African designers gaining international attention and includes a fashion show inspired by modern Africa. Mixing design, fashion, fine art and social responsibility, MA-ology is historically one of our most popular events.

Tickets can be purchased online or at one of MA's ticket outlets for \$30, \$35 at the door. Student tickets are \$20 (must show ID at door). Proceeds support CARE's important work to empower women across the globe.

[www.care.org](http://www.care.org)

Complimentary wine served.



## 2011 Modern Atlanta Home Tour

10:00 AM – 4:00 PM

MULTIPLE LOCATIONS  
(SEE MA WEB SITE FOR UPDATED INFORMATION )

Since 2007, the Modern Atlanta Home Tour has become the staple event in Atlanta design. Showcasing the city's latest contemporary architecture, interiors, design innovation, sustainability and aesthetics, it annually attracts thousands of visitors from the southeast and beyond.

The MA Home Tour is self-guided. A two-day pass is \$35. Tickets can be purchased online or at one of MA's ticket outlets.

Additionally, the Urban Picnic at Atlanta's historic Sweet Auburn Curb Market will be hosting the city's street-food vendors from 12:00 PM – 3:00 PM.

## MA TALKS: Minsuk Cho

6:00 PM – 7:30 PM

HIGH MUSEUM OF ART  
HILL AUDITORIUM  
1280 PEACHTREE STREET, NE  
ATLANTA, GA 30309

Minsuk Cho, the founding architect of Mass Studies, will give a lecture at Atlanta's High Museum of Art on his firm's past and present projects.

Founded in 2003 in Seoul, Korea, Mass Studies is a critical investigation of architecture in the context of mass production, intensely over-populated urban conditions, and other emergent cultural aspects that define our society.

[www.massstudies.com](http://www.massstudies.com)



## MA FILMS: BIG Architecture: 4 Short Films on BIG Projects

8:00 PM – 8:30 PM

HIGH MUSEUM OF ART  
HILL AUDITORIUM  
1280 PEACHTREE STREET, NE  
ATLANTA, GA 30309

"Loop City", "Mountain" from the film *My Playground*, "XPO Bike Tour" and "8 House." These screenings are sponsored by AIA Atlanta Chapter.

## Inside Piano

8:45 PM – 9:45 PM

HIGH MUSEUM OF ART  
HILL AUDITORIUM  
1280 PEACHTREE STREET, NE  
ATLANTA, GA 30309

This mid-length documentary film invites us to rediscover a little-known building by Renzo Piano. The building serves as an experimentation field in which the architect developed elements that he would later use for his famous Centre Pompidou in Paris.

From the Living Architectures series by Ila Beka and Louise Lemoine.

## Fixed

11:00 PM

THE SOUND TABLE  
483 EDGEWOOD AVENUE SE  
ATLANTA, GA 30312

Fixed is an exhibition of "repaired" objects by emerging American designers. The work will be on display for one night at the Sound Table on Edgewood Avenue. After MA, the exhibition will make its way to Chicago for display during the NeoCon World Trade Fair.



## 2011 Modern Atlanta Home Tour

10:00 AM – 4:00 PM

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## MA Guerilla Store

MA's Guerilla store offers a curatorial mix of exclusive and uncommon home and personal accessories from around the world.

## Light Up Atlanta

Incredible Corian® Creations Kick-Off Event

ONGOING THROUGH JUNE AT  
SELECT MARTA STATIONS

Local architects and designers pay homage to Atlanta with glowing art installations. Join us for the kick-off of Light Up Atlanta, featuring designs by the local architectural and design community made entirely of DuPont™ Corian® Solid Surfaces.

## Sounding Up There by Roberto Lange

Presented by Flux Projects

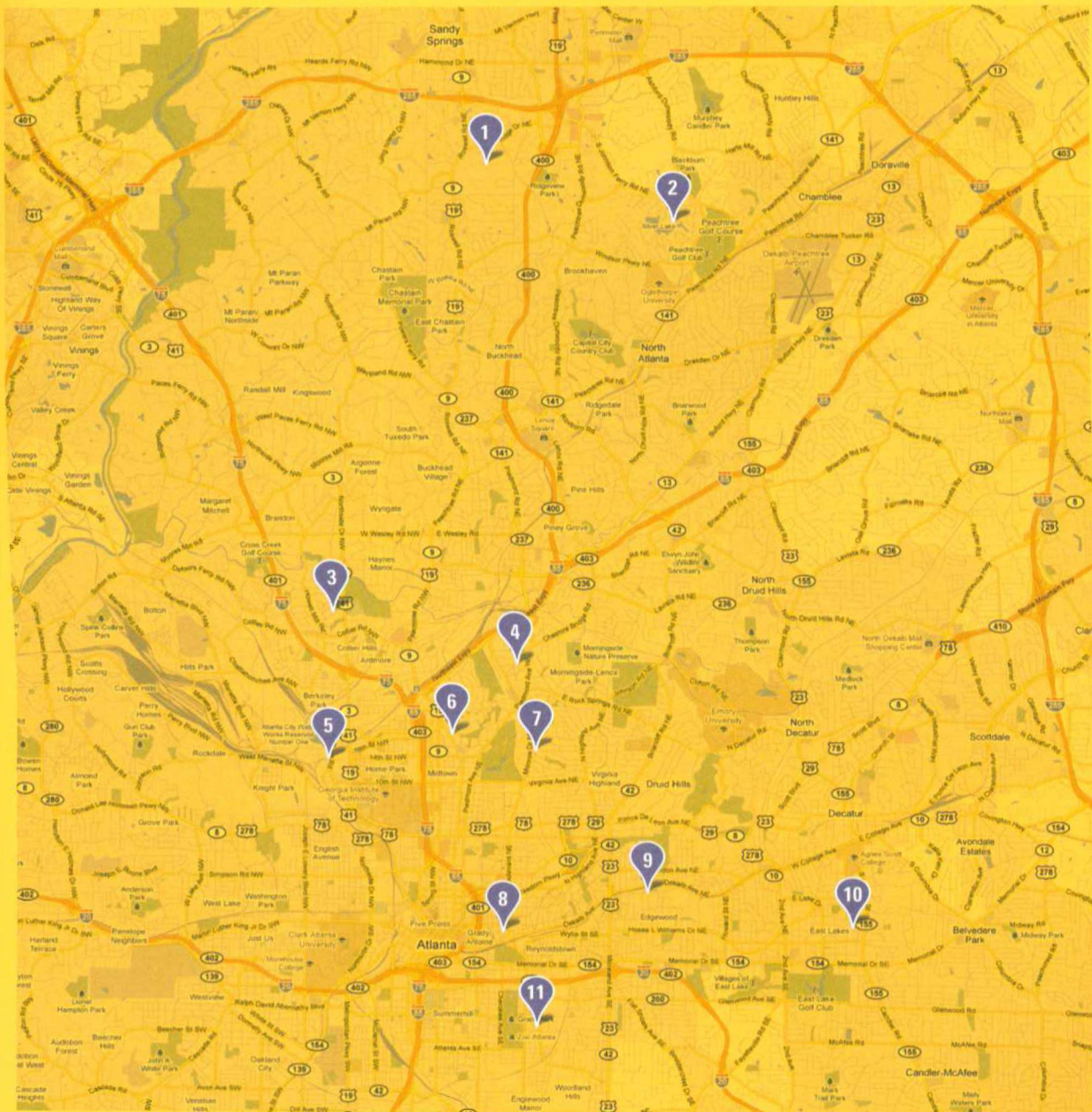
MONDAY – FRIDAY  
7:00 AM – 7:00 PM

LOWER LOBBY  
1180 PEACHTREE STREET, NE  
ATLANTA, GA 30309

Sounding Up There is stealth in many regards, composed of four sets of milky white meteorological balloons floating like an aggregate of atoms or cell clusters above two serene reflection pools in the building's lobby. Attached to each cluster of balloons are speakers with sound compositions. Created by Lange to complement and reflect the space they float in, the balloons amplify the lobby's height and regal ambiance, but add something uniquely ethereal—a sense of magic within the business-like surroundings.

# MODERN HOME TOUR

The MA Home Tour provides design enthusiasts and the general public with an inside look into the world of cutting-edge and distinctive residences in Atlanta. Beautiful homes and their designers are showcased here via an "open house" format, and tour participants have the opportunity to see some of the city's latest residential projects from the inside out, meet with architects and interior designers, explore housing trends, and discover design solutions that inspire modern Atlanta living. The MA11 Home Tour focuses on showcasing excellent examples of living modern through lifestyle, architecture, interior design, and landscaping. Homes range from the classic postmodern to the state-of-the-art contemporary.



- 1 Flanagan Residence  
515 Greenland Rd NE Atlanta, GA 30342
- 2 Cablik Residence  
1394 Ragley Hall Rd NE Atlanta, GA 30319
- 3 Houser Residence  
2146 McKinley Rd NW Atlanta, GA 30318
- 4 Allen Road Residence  
562 Allen Rd NE Atlanta, GA 30324
- 5 White Provision/Room & Board Condo  
1170 Howell Mill Rd Atlanta, GA 30318
- 6 Perkins+Will Office Tour  
1315 Peachtree St NE Atlanta, GA 30309
- 7 Lavorgna Residence  
643 Amsterdam Ave NE Atlanta, GA 30306
- 8 Container House #2  
440 Gartrell St SE Atlanta, GA 30312
- 9 La France Residence  
1431 La France St NE Atlanta, GA 30307
- 10 Chapman-Palmer Residence  
257 Garland Ave Decatur, GA 30030
- 11 Confederate Ave Residence  
727 Confederate Ave SE Atlanta, GA 30312



Google Map:  
<http://bit.ly/mahome11>





# FLANAGAN RESIDENCE

515 GREENLAND RD NE, ATLANTA, GA 30342



ARCHITECT:  
STUDIO ONE ARCHITECTURE, INC.  
CONTRACTOR:  
PINNACLE CUSTOM BUILDERS

Despite being located inside the perimeter within a mile of offices, shops, schools, a church, and a synagogue, the site and immediate surrounding context look like a precious interstitial space, remote and tucked between layers of adjacent development. With hints of serpentine stone walls from a bygone era tracing through the underbrush, the decidedly wooded lot is both elusive and distinct from the surrounding urban fabric.

The house lies on the high side of the undulating property, sliced through a narrow gauge among existing setbacks, easements, and buffers. Conceived as a home for three generations, the design translated the program into an open plan of discrete zones of both public and private spaces. Organized as two volumes slipping past one another, the resulting form creates a series of indoor and outdoor rooms with each zone open to framed views in multiple directions.

Oriented along a topographic east-west axis, the home incorporates multiple low-tech sustainable features such as an

underground rainwater collector as well as daylighting through the careful placement of deep overhangs above glazing to protect against heat gain in summer while allowing full sun to penetrate in winter. Combined with more high-tech systems such as geothermal heating and cooling, argon gas-insulated glazing, recycled content, high-efficiency appliances, pre-wiring the roof for future photo-voltaic array, and a garage for future electric vehicles, the home seeks a low carbon footprint and has been designed for LEED certification (level pending).

The entry approach is through a long, private drive set back from the street, with vehicular access through the building via port-cochere and courtyard to the garage embedded within the hillside beyond. Solid white volumes are stitched together by planes of wood and glass underneath a low-sloped timber-frame roof. Separated by clerestory glazing, the two alternating roof planes hover over and cut through high above the second floor, diminishing the boundary between inside and out as they move across the perimeter enclosure.

Influenced by both the natural surroundings and the somewhat

disparate preferences of the owners, wood became a critical element and common denominator in developing not only a material palette but the building's form, establishing a rhythm and structural module for the home. The exposed Douglas fir rafters, purlins, cabinetry, and flooring combined with southern yellow pine decking, trim, doors, and windows, work together to balance clean, contemporary lines with traditional references in a blended mix that is intended to be expressive, authentic, indigenous, and warm.